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ABSTRACT

This booklet, designed for prospective job seekers, describes occupational opportunities within the food service, food preparation and hotel/motel industries in Canada. The preparatory training and job descriptions of cooks, chefs, tourist guides, waiters, hotel and restaurant managers, bartenders and front desk clerks are highlighted. Organizational charts provide information concerning the occupational hierarchy and means of advancement within the hotel/motel and restaurant industries. The authors are convinced that the Canadian tourism industry is rapidly growing; they estimate the number of people employed in these occupations will increase by over 20 percent within the next five years. (NWS)

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9 CAREERS IN THE HOSPITALITY INDUSTRY

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CAREERS CANADA

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Manpower and Immigration
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CAREERS CANADA

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MESSAGE FROM THE MINISTER

All Canadians must be given the opportunity to determine their abilities, develop them through education and training, and apply their talents in a meaningful occupation. To achieve this goal, sound information must be made available to every Canadian at a stage in their development where fruitful decisions can be made. Careers – Canada is a major effort towards this end.

The benefits of the Careers – Canada series should affect many people: the student considering entrance into the world of work; the worker seeking to change occupations; the prospective immigrant; the manpower or vocational guidance counsellor, in fact, anyone wishing to match people with jobs.

Many people have been involved in the production of Careers – Canada, I join them in wishing you every success in your career search.

Bud Cullen

NOTE TO READERS

The ultimate judge of any material is the user. It is recognized that improvements can be made in the initial booklets and we ask all readers to forward any suggestions to us. The consolidation of these comments will allow us to better provide you with the type of information required.

Suggestions and comments should be addressed to:

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Occupational and Career Analysis
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305 Rideau Street,
OTTAWA, Ontario.
K1A 0J9

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Disponible en français sous le titre Métiers de l'industrie de l'accueil

IS THIS FOR YOU?

Canadians are now eating many of their meals away from home. Over 2¼ billion meals were served by the Canadian food service industry in 1974. You probably ate some of them — can you remember where? Perhaps in a cafeteria, restaurant, drive-in, hospital or your favourite hamburger take-out stand.

Chefs, cooks, managers, waiters and waitresses, kitchen helpers and dishwashers all play a part in the preparation of each meal served. They work in the hospitality industry, one of the fastest-growing career areas in Canada. Have you ever wondered if there is a place in it for you?

You will meet some of those people in this booklet. They enjoy preparing and serving food, like meeting people and, above all, take pride in the service they offer. Some have combined college or university studies with work in the industry. Others have served apprenticeships or have learned the skills of their trade on the job.

There are nearly 19,000 hotels and motels in Canada. Each is run by a team of managers, front desk staff and support staff. They must be polite and helpful, and must be prepared to explain the company's policies to clients should the need arise. In all cases, hotel staff are expected to treat customers as if they were guests in their own homes.

About 400,000 Canadians work in the hospitality and food service industry, and that number is expected to grow each year. If you enjoy meeting people and think you would be happy catering to their needs, and if you are willing to work hard, then you might like to think about a career in this field.

The hospitality industry never closes down. It is busiest when people are on holiday during the peak summer tourist season yet there is a steady all-year demand for hotel accommodation and meals. Since service must be available almost 24 hours a day, shift work has become part of the way of life for almost everyone interviewed in this booklet.

It is certainly true that vocational school and university programs are an excellent start to a career in this field. However, you should have some experience with the public in a working situation before making a career decision. Many of the people in this booklet recommend that if you are interested in the hospitality industry you should get a temporary or part-time job in a hotel or restaurant to get an idea of what it is really like. There is a big difference between looking after guests at home and catering to the needs of others eight hours a day.

Opportunities are open to men and women on an equal basis. Women have traditionally worked in food service, hotel reception and housekeeping because management positions were usually available to those who had many years of full-time experience. Now that college programs in hotel and restaurant management are available, it is likely that more women will move into management positions. In this booklet you will meet women holding senior positions in the industry. One is a banquet chef, another a wine steward, one is a restaurant manager and two are executive housekeepers.

The people interviewed say that they get great satisfaction from meeting and serving people. The word 'hospitality' comes from the Latin word 'hospitale,' meaning 'a place for guests.' Do you think you would enjoy serving the needs of guests each day? If you enjoy meeting people, the answer could be 'yes.'

The industry is one of the oldest in the world, traditionally serving the needs of travellers and traders as they moved from place to place. Before today's fast mechanized transport, when man relied on horse power, inns were built along major routes as resting places for travellers and horses. Now that the horse has been replaced by cars, planes and trains, a new pattern is emerging. Hotels, motels and restaurants are strategically placed at intersections, near railway stations and airports, and along major highways, as well as downtown business areas, as part of a total 'refuelling' system for car and driver.

Just as methods of transportation have changed, so have resources of hotels and restaurants. Pre-cut, frozen and prepared foods have eased the burden of kitchen workers and helped make restaurant service faster and more efficient. Inventions such as microwave ovens and infrared grills have introduced new methods of cooking and also require that new skills be learned.

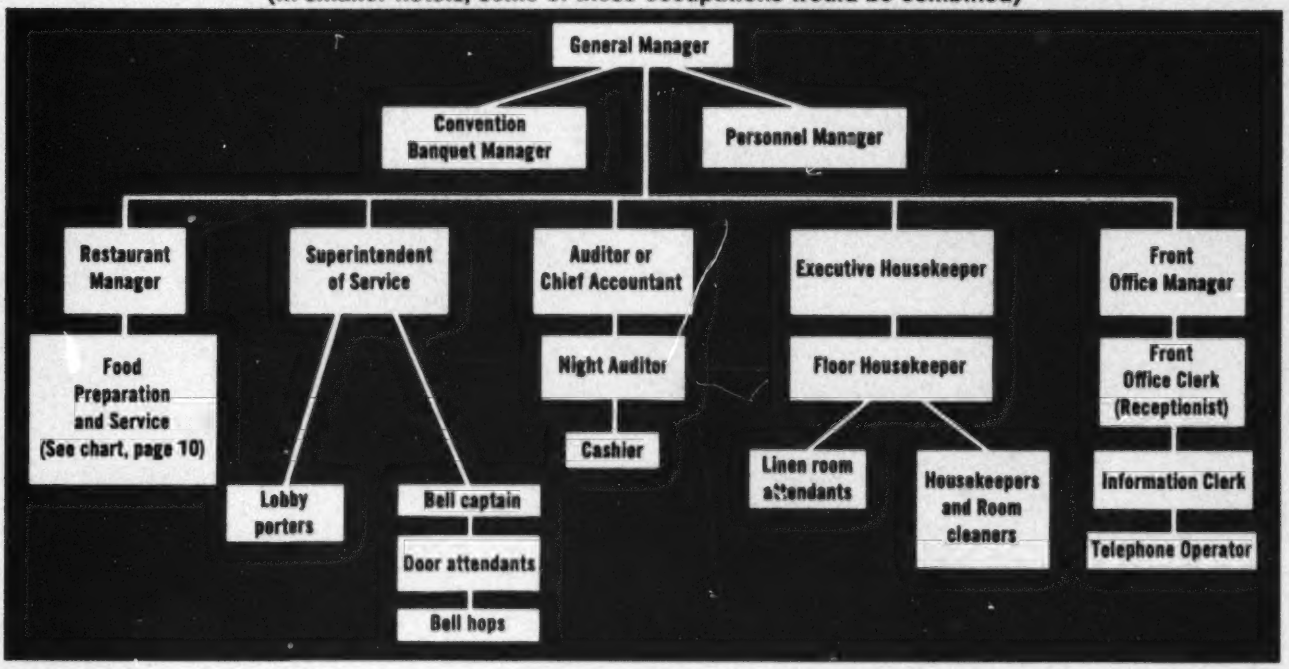
IS THIS FOR YOU

The hospitality industry is thus both ancient and modern, for the traditional values of hospitality remain the same. From a family-owned restaurant to a fast-food chain outlet, from a small motel to a 1,000-room hotel, the age-old rule of 'service with a smile' still applies.

In this booklet you'll meet people who, for the most part, were trying to decide what they wanted to do in life only a few years ago. You many find that they answer some of the questions you have about working in the hospitality industry. Maybe the work these people do will appeal to you, maybe not. But reading about them may help you decide just what your likes and dislikes are; and that is one step towards finding a rewarding career in any field.

This chart indicates the organization of staff in a typical large Canadian hotel. In smaller hotels and motels some of these occupations would be combined. The following pages will introduce you to people who are working in some of these occupations and who will give you an idea of how they work together as a team to provide comfort and service to hotel customers.

ORGANIZATION OF TYPICAL LARGE HOTEL OR MOTEL
(In smaller hotels, some of these occupations would be combined)



HOTEL OCCUPATIONS

Hotel/Motel Occupations and Resort Managers

The duties and responsibilities of hotel or resort managers depend on the size of the hotel where they work. In a large hotel with over 500 rooms, a manager runs the hotel through subordinate managers who, in turn, supervise the staff responsible for the day-to-day operation of the hotel. In smaller establishments, hotel and motel managers supervise the staff directly and their own work is more varied and less administrative.

Since managers must ensure maximum comfort for guests while seeing that a profit is made, they should fully understand the relationship between the various departments to be supervised.

The best preparation for becoming a hotel or motel manager is by combining a college program in hotel/restaurant administration, or related subjects, with on-the-job experience during the summer months. Before embarking on this course, however, it is advisable that anyone interested in management should spend a few months in a hotel or motel in a junior position such as room cleaner, waiter, waitress or bell hop in order to get an idea of what it is like to work in the industry.

This is just what Rob Morgan did. After deciding that the hotel business was what he wanted, Rob enrolled in a four-year college program in hotel management. Now, at 24, he is an assistant manager in a large Ontario hotel and, while reporting to the general manager, has full responsibility for the front desk operations.

"My general responsibilities are hiring staff, training them, arranging shift schedules, preparing training manuals and working out procedures to be followed," Rob explains.

There are 18 people on Rob's front desk staff, including clerks, telephone operators, cashiers, bell hops and the night audit staff who prepare the accounts and bills for each room.

"I feel really great when every room in the hotel is filled", Rob says. "This is, after all, a business. Dealing with people requires that I be a problem solver, too. For instance, if a guest arrived late and the room had been given to someone else, as we only hold rooms until a certain time, then I would call another hotel for accommodation. My work requires that I satisfy people, and that satisfies me!"

Rob is glad that he took the four-year college program for it gave him a good background in general business administration. He specialized in hotel economics and accounting and hopes to be promoted to more senior management positions.

"I'd advise anyone going into hotel management to start at the bottom and get experience throughout a hotel, even if you're working on a college degree," Rob says. "After I graduated I washed dishes for a while, as I didn't think I knew enough about the kitchen side of things. You must be willing to work."

As the chart on page 2 shows, there are several specialized management positions within a large hotel. The personnel manager is one of these. This position exists only in very large hotels where it is

As front desk manager in a large hotel, Rob must check how many rooms are available so that more reservations can be taken. Organizational skills learned in a four-year hotel administration program at college are now being put to good use.

considered worthwhile to combine the personnel management of all departments into one separate department.

Horst Jensen is a typical hotel personnel manager as he has had considerable experience in many different aspects of hotel work, and therefore has a grasp of the staffing needs of the various departments. After working as a waiter, he took a two-year hotel management program. He has worked in many hotels and restaurants in positions ranging from catering manager to assistant manager, and has worked in Europe and Africa. He now works in a large Alberta resort hotel. Although only 32, Horst's extensive experience qualifies him to work in this senior management post. Yet he hopes to be promoted to a general manager's position as he wants to get back into hotel operations rather than remain in the personnel department.

Horst is responsible for filling all staff vacancies. He also meets with other department heads to discuss job requirements and staff performance. He checks that all payroll accounts and personnel files are kept up to date. As the hotel is unionized, Horst is responsible for union contract negotiations.

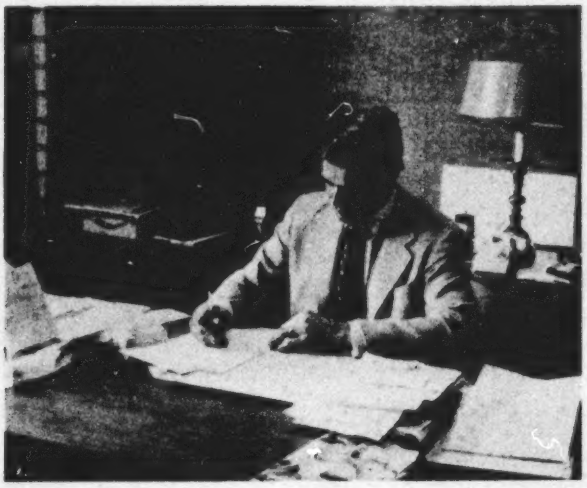
Horst reports to Ekkehard Coles, general manager of the hotel. Ekkehard started in the hospitality industry by becoming an apprentice cook, and has worked as cook, busboy, room clerk, and food and beverage controller in various hotels before moving on to more senior management positions.

Ekkehard's job is to coordinate the many departments of the hotel. He thinks that his extensive experience has taught him to appreciate the problems of each department.

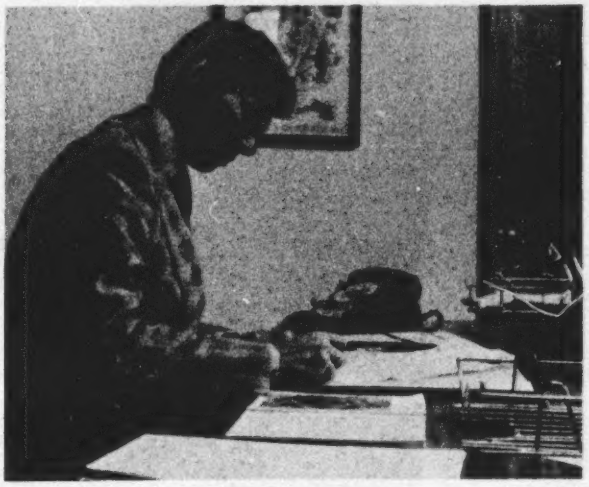
"You have to learn by working your way up," Ekkehard believes. He recommends that anyone interested in this kind of career should work in as many different hotel jobs as possible before taking a two- or three-year college program in hotel management. Then, he suggests, you could look for a junior management position or for a trainee position with a hotel chain.

Having the right attitude is a must before you start training. You should enjoy dealing with people and serve them courteously, Ekkehard says. You must also persevere, he says, for a lot of your time is demanded in the early stages of training.

The hotel general manager has overall responsibility for the smooth running of the hotel and works closely with other managers, reads reports and checks expenditures. This is work that requires managerial experience in several hotel departments.



A hotel personnel manager meets with heads of hotel departments to discuss staff vacancies, then recruits new staff and keeps all personnel records up to date. Although much of the work is done in the office, the personnel manager must keep in touch with staff throughout the hotel.



Ekkehard sums up his work by saying, "You need a strong sense of commitment and must enjoy people, for this business is all a matter of service for others."

Many large hotels offer facilities for banquets or conventions. As the chart on page 2 shows, a specialized manager is sometimes employed to supervise this part of the hotel operations.

Vic Horton is a banquet/convention manager for a large Quebec hotel. After working in many junior positions in hotels and restaurants, Vic was promoted to captain of a restaurant. From there he moved into management.

Vic's duties include contacting organizations who might be interested in holding conventions or annual dinners at the hotel and offering the hotel facilities to them. Once a function is booked, all the arrangements must be made with great care.

"I see that guests have the space and equipment they need for their work during the convention. If necessary, I'll hire interpreters and secretaries for them. We also take care of their parties, dances and tours of the city."

Vic feels that working with many people requires diplomacy and patience. "The best thing you could do to qualify for this work," he says, "would be to take one of the courses offered now by universities in hotel or business administration. Then go out and get as much work experience as you can."

Hotel managers at all levels must be able to supervise staff. They must also have a good background in the many different jobs that make up the operation of a hotel.

FRONT DESK STAFF

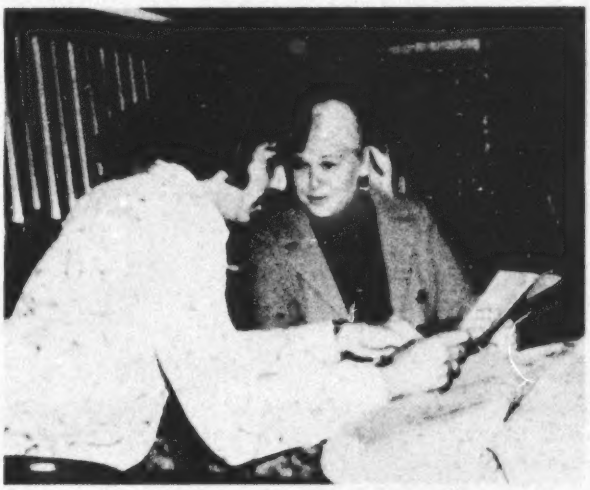
Information Clerks, Front Desk Clerks, and Receptionists

The first person a guest usually meets in a hotel is one of the front desk staff. Hotels are careful to hire people for the front desk who are polite, patient, and cheerful. When customers arrive at a hotel they are often tired and appreciate fast, friendly service.

The names 'receptionist,' 'information clerk' and 'front desk clerk' often refer to very similar positions. Generally, in a large hotel, a receptionist or front desk clerk would be responsible for checking guests in and out while an information clerk would only give out information about the hotel or about the local area. As well, there would be a cashier and accounting staff. However, these positions may be combined, especially in small hotels.

Marilyn Godin likes working as an information clerk on the front desk of a New Brunswick hotel because she loves working with the public. Marilyn is bilingual, which is becoming a necessity for hotel work involving public contact. Though she has more than the basic Grade 10 education required by the hotel, she found that the best way to learn was by working under the supervision of experienced front-desk staff. She says she quickly learned that everyone at the front desk must be able to work together and help each other out during rush periods.

As an information clerk on the front desk of a hotel Marilyn is always pleasant and helpful to guests, offering information about the hotel facilities and the local area.



NATURE OF WORK

"I work either from 8 a.m. until 4 p.m. or from 4 p.m. until midnight," Marilyn says. "On the day shift, I sort mail and messages for guests and check out those guests who are leaving. I register arriving guests and give their room key and luggage to a bell hop, who escorts them to their rooms."

As an information clerk, Marilyn must be able to answer questions about the services offered by the hotel. She directs guests to places of interest in the city and provides them with maps and information booklets.

Heather Barnes is a receptionist at a fairly large hotel in Newfoundland. She says that dealing with guests keeps her busy most of the day. "I have to confirm with the housekeeper that rooms are ready before I check guests in. There is a reservations clerk here, but when he goes to lunch I take over his job, and I also fill in for the cashier and telephone operator," Heather says. "We all have to know something of each other's work so that service is never interrupted.

"I am especially busy when there are conventions in the hotel. You have to be a good organizer, have a good memory and, most of all, like people. The only thing I don't like is the shift work, especially when I have to work weekends, but you have to accept that when you work in a hotel. Guests don't go home for weekends, so neither can we!"

Working as a front desk clerk involves checking all the room cards to see which rooms are full. Jean-Pierre also makes sure that additional services, such as extra beds for small children, are provided for guests. Then a complete bill must be made up for each room.

Jean-Pierre Lascelles is working as a front desk clerk in a Quebec hotel. As he has taken courses in hotel management, he hopes to move into an administrative position.

He started by working in hotels and restaurants in his home town while in high school. He enjoyed his various part-time jobs so much that he decided to make his career in the hospitality industry and took a three-year college program in hotel administration.

The program combined business theory with on-the-job training. In the classroom Jean-Pierre studied hotel administration, accounting, interior decoration, marketing, hotel laws and regulations, food and liquor control, the basics of cooking and kitchen administration, dining-room and bar service, and the Canadian tourism industry. On-the-job experience in dining-room service, kitchen work and hotel administration was arranged for students with establishments across Canada.

"At the front desk you work closely with other hotel staff, checking when rooms are ready, ordering extra beds for some of the rooms when necessary, and working with the reservations clerks to reserve rooms. All this while making sure that the hotel is not over-booked." Jean-Pierre explains. "To do a good job, you must be diplomatic, have a good memory, know the hotel and its services and enjoy serving the public."

Jean-Pierre supervises the front desk staff. He likes to see things well-organized and understands the importance of paying attention to detail. "I hate to come in in the morning and find that messages have not been relayed to guests or that things are in a mess," he says. "Sloppiness on the front desk could create a bad impression and cause inconvenience to everyone concerned."

For instance, when a new guest arrives a registration card is made up in triplicate; one copy goes on the room rack so that the staff can check which rooms are occupied, another is given to the information clerk for front desk records, and a third is given to the telephone operator so that calls can be switched to the correct room.

One small slip could delay giving a message to a guest or cause billing errors. In either case the result would be a disgruntled customer who is unlikely to return to the hotel. Pleasant, efficient service at the front desk makes things easier for both staff and guests.

HOUSEKEEPING STAFF

Executive or Head Housekeepers

In order to stay in business, a hotel must be spotlessly clean and offer attractively-furnished rooms to its guests. It is the responsibility of the executive housekeeper to see that rooms are kept clean, that linen is changed and washed efficiently and that the cleaning staff works quickly and well.

A good memory is an asset, as it is in any management or junior management position. Housekeepers coordinate a large cleaning staff and have other responsibilities such as safeguarding any item that guests may have forgotten.

Raymonde Despres is executive housekeeper for a large Quebec hotel. She started as a waitress, was promoted to hostess and then became manager of another restaurant. Raymonde decided that training would be necessary if she wanted to move into hotel management quickly. So she enrolled in

Raymonde, as executive housekeeper in charge of the cleaning staff of a large hotel, keeps a watchful eye that everything in the hotel is spotless.

NATURE OF WORK

a housekeeping program, where she gained experience in housekeeping and related fields. Raymonde says that during the program she spent a week training in such departments as laundry care, bookkeeping, and public relations.

"I don't have a regular work schedule," Raymonde explains. "I look after the supervision of general cleaning, but as each floor has its own housekeeper, that is largely an administrative job. I also supervise the distribution of staff uniforms, tablecloths and napkins for the dining rooms, and bed linen. If a room has been redecorated I decide when it is ready to be rented, and I arrange for all the windows to be cleaned regularly. I make special arrangements for guests' children and babysitting, if necessary. There's a lot to do, a lot to think about! In the summer I also supervise the swimming pool and lifeguards.

"To do my job you need to be energetic, have a mind for organization and planning, and know how to deal with people. You must learn how to judge the relative importance of each thing that you have to do," Raymonde advises.

Paula Lomoro, as head housekeeper of a large British Columbia hotel, has the second largest department in the hotel to run. She started as a room cleaner. In eight years at the hotel she was promoted first to floor supervisor, then assistant housekeeper, and finally head housekeeper.

"I take over from the night shift at 7 a.m. and give the room cleaning staff their keys," Paula explains. "I check with the assistant manager each morning for special instructions. My work overlaps into all the other departments, but the most important thing is to get the rooms cleaned on time and supervise all the hotel linen. At the end of the day I check that all the room cleaners returned their keys and that there is a full staff for the next shift. You really have to know people for this work; I can tell very quickly if a member of my staff is willing to work well. You have to be a leader, too, to encourage others to get their work done."

A number of support staff work with hotel housekeepers. Besides the room cleaners, there are the general cleaners who work constantly, keeping the lobby, corridors and meeting rooms clean. In many larger hotels there is also a special staff of linen attendants who check that worn-out linen is replaced and supervise laundering by outside companies.

Although many people take cleaning positions as temporary work, such positions can prove useful to those who want to get to know the various departments in a hotel. Promotion is usually given after several years' experience or after a person has shown a willingness to learn by taking a school training program in a related field.

SERVICE STAFF

Many activities in a hotel are never noticed because they are done quietly and quickly behind the scenes, or because they are taken for granted.

The occupations of door attendants, bell hops and bell captains, elevator operators and lobby porters must be filled cheerfully and efficiently by people who are willing to offer service with a smile. There are few basic qualifications for these positions beyond good health, a pleasant manner, and fluency in one or two languages. But, as we have seen on other pages of this booklet, many people who now hold management positions started their careers by carrying guests' luggage, opening doors and pressing elevator buttons. Without such services, the hotel would not be able to offer true hospitality to its guests.

These positions, valuable in themselves as parts of the hotel's service, provide a good training ground for those interested in a career in some aspect of hotel operations.

Another important position in every hotel is that of hotel detective, a person who goes unnoticed unless special circumstances or events occur. The booklet "Careers in Protective Services" in this series covers investigative and security roles.

NATURE OF WORK

OCCUPATIONS IN FOOD PREPARATION AND SERVICE*

Head office management position or General Manager

Director of Food Service; Director of Recipe Development for large restaurant company
Restaurant owner

Head Office management position
Restaurant owner

	FAST FOOD SERVICE	FOOD PREPARATON, RESTAURANT/DINING ROOM	FOOD SERVICE, RESTAURANT/DINING ROOM	
Supervisory positions; promotion after much experience.	**AREA SUPERVISOR** Responsible for company operations within specified area. Visits company locations, oversees management. Selects management trainees.	**EXECUTIVE CHEF** Directs food preparation operations. Plans menus, supervises staff in one or more restaurants.	**AREA SUPERVISOR, RESTAURANT CHAIN** Co-ordinates and supervises company restaurants within specified area.	
Considerable training and experience required.	**ASSISTANT MANAGER/ MANAGER** (Cafeteria, fast-food or take-out) Co-ordinates operations to produce efficient and courteous service. Supervises food preparation	**HEAD COOK/CHEF/ SPECIALIST CHEF** Supervises other kitchen staff; prepares specialty dishes; may plan menus and order food supplies, either directly or through purchasing steward.	**ASSISTANT MANAGER/ MANAGER** (Dining Room or Restaurant) Co-ordinates and supervises restaurant operations.	**COST CONTROLLER** In large restaurant, supervises overall finances of restaurant operations.
Some experience or training required.	**COUNTER SUPERVISOR** Supervises counter workers in cafeteria, take-out or fast food service. (known as CREW SUPERVISOR in take-out service)	**COOK** Includes short-order cook for quick meals; specialty cook; baker; institution cook. Training may include apprenticeship to meet provincial requirements.	**HOSTESS OR CAPTAIN** Greets customers, arranges reservations. Oversees service by waiters and waitresses. Needs pleasant personality and supervisory ability.	**PURCHASING STEWARD** Supervises stores and food supplies. Places orders as directed by chef, inspects supplies. Keeps inventories. Requires accounting knowledge.
Little or no experience or training required.	**COUNTER WORKER/CREW MEMBER** (Cafeteria, fast food or take-out) Serves counter customers, may assist with simple food preparation. Serves beverages.	**KITCHEN HELPER/ SANDWICH MAKER** Helps cooks by doing routine work such as prepare vegetables. Makes up sandwiches from prepared ingredients. May assist with food preparation as skills are learned.	**WAITER/WAITRESS** Presents menus, takes orders, relays orders to kitchen, serves food, presents bill. Must be pleasant and dependable; able to work quickly during peak hours.	**STORES PERSON** Receives, checks and stores supplies for restaurant.
No experience or training required.	**BUS BOY or BUS GIRL** Clears and re-sets tables; helps keep restaurant tidy; brings supplies from kitchen.			

*Note: this chart is in general terms only.

NATURE OF WORK

This chart shows the major occupations in the preparation and service of food and in the management of such operations. You can see that there are several methods of entry into these occupations, depending on training and experience.

In the following pages, people in some of these major occupations will talk about their work. They are people who are working in the lower sections of the chart. For the most part they are combining experience and training to further their chances for advancement.

Frances is now manager of a hotel coffee house, having first gained experience as a waitress and then as hostess. After taking evening classes in business administration, Frances was promoted to manager.

FOOD PREPARATION AND SERVICE OCCUPATIONS

Food Service Managers

Frances MacKennon is the coffee house manager in one of the large hotels in the Atlantic provinces. She started as a waitress and was promoted to the position of hostess. As hostess, she was responsible for showing customers to tables and supervising service. After taking a college program in food service and restaurant management she was again promoted; this time to manager.

As the chart on page 10 shows, there are several ways to become a restaurant manager. One way is to work up from a food service position by proving to your supervisors that you are dependable and willing to improve your knowledge by taking evening courses. This is what Frances did. Other ways are through promotion from a food preparation position or, as in large restaurants, by promotion from a position in the purchasing or stores department.

Now that many colleges and universities across Canada are offering programs in hotel and restaurant administration, one may quickly learn all aspects of the business and gain a solid knowledge on which to build a management career. In order to become familiar with the restaurant, graduates from these programs may start in junior management posts or perhaps spend some time as a hostess or captain. Many students find working in restaurants during summer months allows them to combine their formal studies with on-the-job training.

Frances found the program she took was valuable for helping her learn about personnel management. "It's very important to understand your staff," she says. "Every six weeks I have a meeting of all the serving staff to discuss any problems; if we had time I'd like to do that more often. If the staff is unhappy they make the customers unhappy; I learned that when I was a waitress."

A manager must have experience in order to understand the work of the staff, Frances feels. Although a manager is an administrator, it is important to keep close contact with customers and their needs. Frances is responsible for coordinating the kitchen and serving staff so that customers are served as efficiently and as pleasantly as possible. Since she enjoys the responsibility of her work and likes meeting people all the time, she is satisfied with her present position and does not want further promotion.

NATURE OF WORK

The duties of restaurant managers vary according to the size of the restaurant they supervise. Michel Dubois is manager of a large Quebec restaurant and is involved in more administration work than Frances for the restaurant he manages is larger and offers a more varied menu.

Michel says he has always been fascinated by the atmosphere in hotels and restaurants that is created by people who are enjoying themselves. He prepared for his career by studying commerce at university and working during summers and weekends as a waiter in the restaurant he now manages. As part of his studies, he did research work on the possibility of opening a home-delivery service at the restaurant where he worked part-time. He also worked at the university discotheque. By the time Michel graduated with a Master's degree in Business Administration, he had a good background not only commerce but in the practical side of restaurant operations.

"I'm in charge now of hiring and firing the restaurant staff; I consult with the chefs and supervise the purchase of food and drink; and I check that everything is running smoothly in the kitchen," Michel says. "I also work on the floor when the restaurant is open, greeting customers and making them welcome. Then I make sure that the waiters and waitresses give them fast and pleasant service."

Behind the scenes, Michel supervises the cashier and checks that the receipts match the amount of money and credit-card tabs taken each day. He also deals with suppliers if food is delivered which he and the chefs consider to be of poor quality. The menu is planned in consultation with the chefs, and 'specials' are planned when a food item is in season or available at a particularly good price.

Like most restaurant managers, Michel is responsible for the restaurant from the time it opens until it closes. Therefore he does not work fixed hours. He must also make sure that health and sanitation standards are met, as restaurants are inspected regularly. Any restaurant that does not meet health department standards could lose its licence to operate.

"I don't enjoy the detailed work of checking the accounts, but it has to be done," Michel says. "I love organization and planning, and I really enjoy being in the restaurant when I see that everything is running smoothly. You must be an organized sort of person to do this work, resourceful and quick at making decisions. You have to keep calm and you need a lot of common sense."

Michel is already, at 29, a part-owner of the restaurant and his ambition is to expand it. His advice to anyone interested in restaurant management is to approach it seriously and get some experience. Then take either a commerce program, as he did, or one of the many hotel/restaurant management programs available now at colleges throughout Canada.

Take-out Service Managers

Since drive-in and take-out service restaurants offer fast service and limited, specialized menus, they depend for their success on quick preparation and service of food. Such restaurants usually employ three or four managers working rotating shifts, plus up to 30 or 40 'crew members' to prepare the food and serve it.

At 18, Ken Sachs is already a manager of a fast-food outlet in Saskatchewan. He works full-time during the summer and part-time during the winter while attending college. He hopes that the combination of work experience and a college diploma in business administration will enable him to later move on into a marketing position in the company's head office.

"I began part-time as a crew member. I did everything from cleaning the equipment to serving at the counter. After nine months I was promoted to crew chief, which meant supervising store operations when the manager was away and overseeing other workers in the kitchen and at the counter," Ken says. "Now, as manager, I work either the day or the night shift — the routine is different on each.

"On the day shift I start at 8:30 a.m. by checking the clean-up and placing the orders for the day from the supply storage area. Then the bank deposit has to be made up of the previous day's takings and after that I help out on the counter for the lunchtime rush. Then I audit the cash registers, adding up the takings, and prepare for the night shift manager to take over.

"The night shift starts between 4 and 6 p.m. and when I'm on nights I start at the counter, as the busiest time is the early evening. The paperwork and clean-up comes later. This can sometimes be a really long shift."

Assistant managers and managers are expected to work between 40 and 50 hours a week, sometimes six days a week. Having a car is necessary as the night shift usually ends after public transit stops.

Most companies recruit trainee and assistant managers from promising crew members and crew chiefs, as in Ken's case. These are people who already have experience in preparing, packing and serving the food and who have shown that they are dependable and willing to work hard.

New management trainees receive up to four months of training under the supervision of an experienced manager. After this there is usually a three-month probationary period. They would then be either an assistant manager or manager, depending on the company they work for.

Fast-food outlets provide opportunities for young people to move quickly into management positions. Ken started as a crew member before being promoted to crew chief and then manager. At busy times he helps out at the counter.

Bruce worked as a crew member, learning to prepare and serve all the foods available at the take-out restaurant where he is now manager. Several managers work shifts to supervise the restaurant at all times.

NATURE OF WORK

Bruce Cunliffe started as a crew member at a take-out restaurant when he was 19. From the beginning he enjoyed the hustle and bustle of the business as he rushed around serving people and talking to the customers. In his first few months he worked in all the different areas of cooking and serving, and took the trouble to learn as much as he could from the crew supervisor. His willingness to learn and work long hours earned Bruce a chance to train as manager.

"You've got to enjoy dealing with people if you're going to do a job like this one properly," Bruce says. "There's a lot of supervisory work like checking incoming food shipments, making sure that there are enough crew members at the counter during rush periods to serve customers efficiently, and handling staff problems and payroll. A really important thing is to keep good relations with customers so that everyone is happy and business will improve."

Companies outline certain policies which are to be followed in all stores, and area managers or supervisors make regular visits to check that the stores are being run according to plan. Bruce sees a position as area manager as his next step and is working hard for he knows that promotion is based on performance.

"A lot is expected of you and you must be outgoing, enthusiastic and hardworking to succeed," he says.

Chefs and Cooks

The definition of 'chef' or 'cook' varies from province to province. However, there are two ways to qualify: either by starting as a helper and acquiring skills while in employment, or through a provincially regulated apprenticeship program.

If you look at the chart on page 10 you will see four steps in the 'Food Preparation' ladder. The first of these is the kitchen helper, which is what most cooks and chefs start as. Apprenticeship programs in most provinces take three years, and you must sign a 'Contract of Apprenticeship' with an employer in a hotel or restaurant. The contract says that you will receive a certain number of hours of training and outlines the field in which you are to be trained by the employer, usually including experience in preparing sauces, roasts, vegetables, salads and the cold table, and breads and pastries. Usually the contract can be terminated after three months if either you or your employer wishes to do so.

As an apprentice, you would work in the main areas of the kitchen described above and would be given time to attend up to eight weeks of vocational school or college classes per year. During this time you would be a kitchen helper or assistant cook. When the apprenticeship is completed you would become officially recognized and certified as a cook.

If you choose not to take an apprenticeship, you could enrol in a college or trade school cooking skill program lasting from ten months to two years. Or you could start as a kitchen helper and, like an apprentice, work your way around the kitchen learning as much as you can. However, without an apprenticeship contract, you have no guarantee that you will be given the opportunity to work in all departments, and it could be many years before your employer is willing to promote you to cook. An apprenticeship or a college course in food preparation is a definite advantage for promotion.

In small restaurants that cater to quick-service customers, short-order cooks prepare most of the meals. There is usually a basic menu of soups, hamburgers and sandwiches plus the restaurant's special dishes and one or more 'specials of the day.' There are training programs in most vocational schools and some colleges for becoming a short-order cook. Alternatively, it is possible to start as a kitchen helper and learn through on-the-job training, which would probably take longer.

Neil Walton started as a kitchen helper before becoming a short-order cook in a small restaurant in Manitoba. He enjoyed cooking so much that he decided to take a college training program. After that he started as an assistant cook in the restaurant of a large hotel. Then came promotion to 'first cook.' Now, at the age of 24, he has the title 'sous chef,' specializing in sauces.

As sous chef, Neil supervises the kitchen staff in all departments, including pastry, salads, meats, sauces and fish. With assistance from the 'first cook,' he prepares some of the more specialized meals for the dining room.

"To become a chef," Neil explains, "you need on-the-job training in cooking plus experience in supervising staff. A chef is a promotion from a cook." Neil hopes that in about six years he will be a head chef.

There is an advantage to working in a large kitchen, Neil says, because there you can learn the skills for many types of cooking and are not restricted to the limited menu offered by smaller restaurants. This is true if you want to become a chef with administrative duties; otherwise, excellent training can be given in smaller establishments.

"I've learned that organization is the key to the kitchen," Neil says. "You must be able to supervise assistants effectively, be tidy and well-organized. And although the hours are sometimes long, with split shifts breaking up the day, I find it's really satisfying to watch people enjoying a dish that I've prepared."

If you look at the chart on page 17 showing the organization of a typical large kitchen, you will see that the preparation of food is divided between certain specialty chefs. In some kitchens, chefs specializing in sauces, roasts or pastry are called sous chefs; however titles for cooks and chefs vary not only from province to province but from restaurant to restaurant.

Aimé Corre is a 'chef saucier,' or sauce chef, in the kitchen of a large hotel in Quebec city. He started as an apprentice cook in a small restaurant when he was 16. Although he enjoyed the work, he did not get along well with the staff so he quit the apprenticeship after two months and went back to school to get Grade 10. That qualified him to take a two-year college training program which combined theory with practical experience in a large hotel kitchen. He learned cooking, butchery, table setting and serving, nutrition, plus some economics of food pricing.

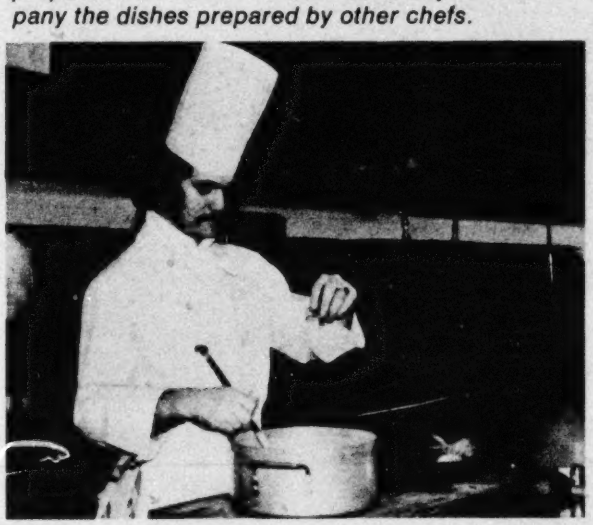
Aimé's first position after graduation was as 'third chef' at a luxury restaurant, working under the chef and assistant chef. Now, in his present post as sauce chef, he has three assistants. He works from 7 a.m. to 3 p.m. and his first duty is to prepare the sauces and soups for the day. Then he checks the refrigerator and orders what is needed, makes up the daily menu, and prepares garnishes. Throughout the day he checks that everything is ready to serve.

"To do my job," Aimé says, "you must have a highly-developed sense of taste and smell, and appreciate the colour and final appearance of a dish. You must be able to work quickly and make fast decisions."

Since Aimé's ambition is to become an executive chef assistant in a top restaurant, he will need up to 10 more years of experience.

It took Arthur Woods 10 years of experience and an 18-month food preparation training program to reach his present position as chef in a Charlottetown restaurant. Arthur started as a meat cutter before becoming meat manager in a food store.

A sauce chef, such as Aimé, is a specialist who prepares a number of sauces each day to accompany the dishes prepared by other chefs.



NATURE OF WORK

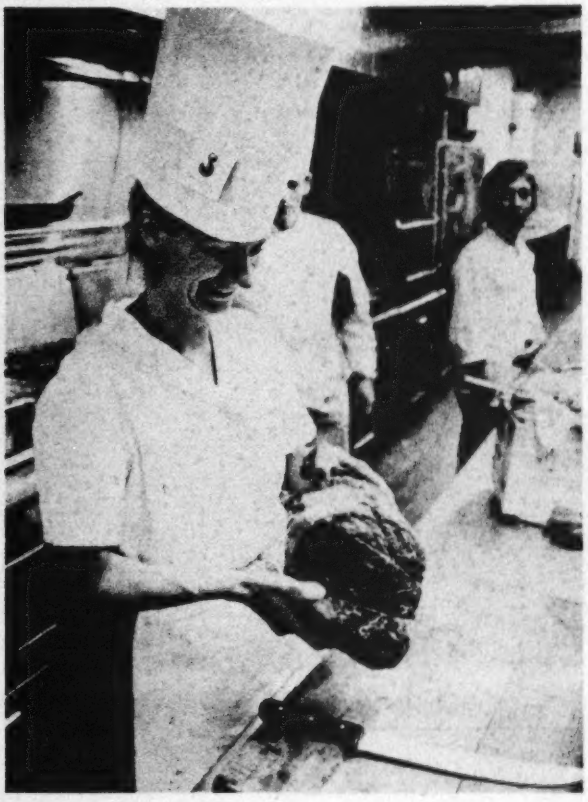
Though he specializes in meats and sauces, he has training and experience in all areas of cooking.

"Now as head chef I don't always have time to do much cooking," Arthur says. "I check the stock, supervise the staff and look after kitchen accounts. You have to be versatile!

"You must be really interested in food and willing to spend several years learning the basic skills if you want to become a chef," he adds. "The money isn't too good while you're learning, but it's more rewarding in terms of money and satisfaction later on. And it's something you have to have a flair for; it can't all be taught."

Arthur is continually experimenting with new dishes, and says he hardly ever cooks a dish exactly the same way twice. He takes special care that food is always fresh and never overcooked, and adds that he sometimes wishes that customers would linger a little longer over their meals in order to enjoy what takes such effort to prepare. "When I've created a meal, it makes me feel good to know that the customer really enjoys and appreciates it," he says.

Bridget, head chef in charge of the kitchen at a large hotel, selects meat for the day's roasts first thing each morning before supervising the work of assistants.



The work of a banquet chef is different from that of most chefs for it involves supervising cooking for large groups of people so that meals are all ready at the same time. At 31, Bridget Fleischmann is perhaps the highest-ranking female chef in Canada; she is the banquet chef at one of Ontario's largest hotels.

As her mother was a cook, Bridget had always been interested in cooking. After leaving school she took an apprenticeship, and then worked in several restaurants to gain experience in different types of cooking. She now supervises the preparation of food for up to four large parties every day.

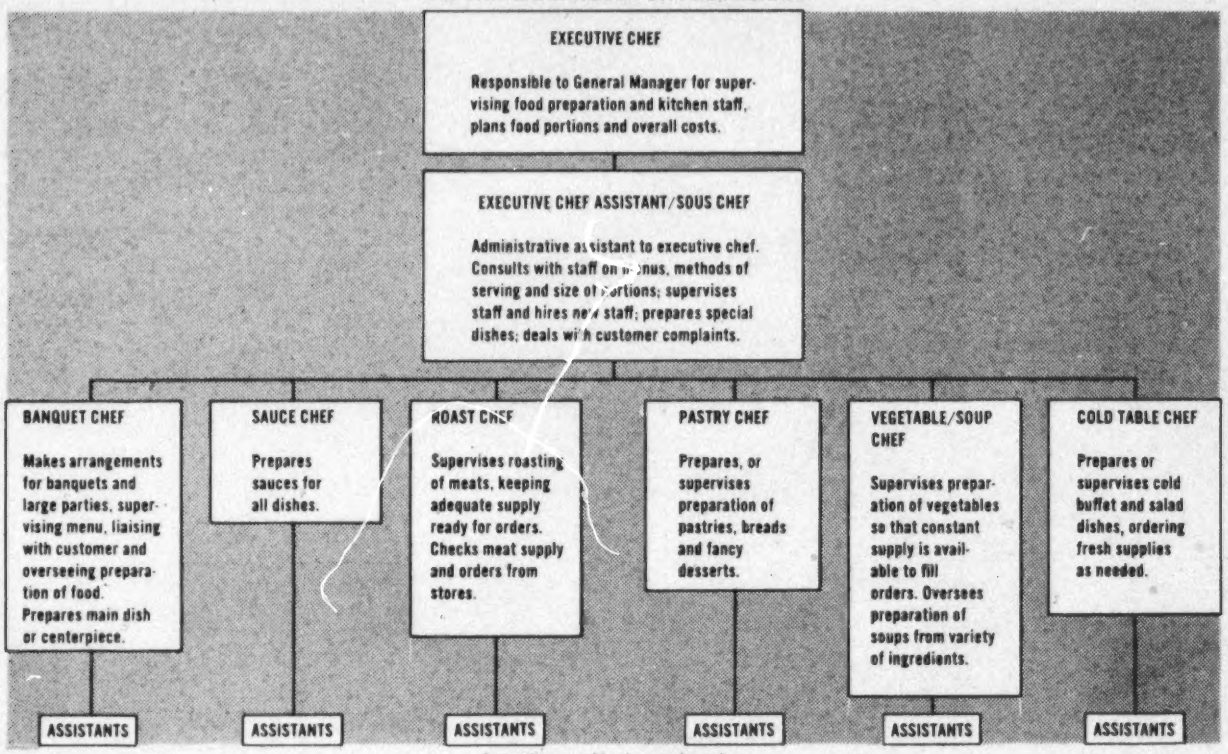
"I make only the hot foods," Bridget explains. "The cold foods such as salads and cold meats, are left to my assistants. First thing, I go to the kitchen butcher and select the meat I will need because this takes longest to cook. After I prepare the meat, I go to the cold kitchen to make sure that my assistants are ready and have prepared the dishes I ordered the previous day. Then I go to the pastry chef to supervise the desserts. I must know everything is in order before I start any special preparations myself. I get nervous when things aren't ready on time; everyone must be punctual. There is a lot of pressure and you can't make mistakes, so you must be very careful."

Briget finds being a woman is not a drawback in her job, even though she says that it is heavy, hot work at times. Other staff at the hotel say that Bridget has a way of being a teacher as well as a supervisor and she commands respect from the men who work as her assistants.

If you think you might want to be a cook or chef you should try working in a hotel or restaurant kitchen for a while, Bridget advises. This would give you an idea of how a commercial kitchen is run for, even if you are a keen home cook, there is a world of difference between preparing an occasional meal for a sympathetic family and preparing hundreds of meals every day for customers who expect prompt service.

Working as a busboy or busgirl for a few months before applying for an apprenticeship or college training course would introduce you to the bustle of a commercial kitchen and let you decide if cooking is a possible career for you.

ORGANIZATION OF A TYPICAL LARGE KITCHEN IN A CANADIAN HOTEL OR RESTAURANT


EXECUTIVE CHEF
Responsible to General Manager for supervising food preparation and kitchen staff, plans food portions and overall costs.
EXECUTIVE CHEF ASSISTANT/SOUS CHEF
Administrative assistant to executive chef. Consults with staff on menus, methods of serving and size of portions; supervises staff and hires new staff; prepares special dishes; deals with customer complaints.
BANQUET CHEF
Makes arrangements for banquets and large parties, supervising menu, liaising with customer and overseeing preparation of food. Prepares main dish or centerpiece.
SAUCE CHEF
Prepares sauces for all dishes.
ROAST CHEF
Supervises roasting of meats, keeping adequate supply ready for orders. Checks meat supply and orders from stores.
PASTRY CHEF
Prepares, or supervises preparation of pastries, breads and fancy desserts.
VEGETABLE/SOUP CHEF
Supervises preparation of vegetables so that constant supply is available to fill orders. Oversees preparation of soups from variety of ingredients.
COLD TABLE CHEF
Prepares or supervises cold buffet and salad dishes, ordering fresh supplies as needed.
ASSISTANTS
ASSISTANTS
ASSISTANTS
ASSISTANTS
ASSISTANTS
ASSISTANTS

Apprentices would gain experience by working with assistants in each department over a period of up to three years. A recently-qualified apprentice would start as a junior assistant.

NATURE OF WORK

Cooks and Menu Planners, Volume Food Service

Meals served in restaurants are prepared in the restaurants' own kitchens. But food to be served in school cafeterias, factories or institutions, on airplane flights, for meals-on-wheels service to the elderly or sick, or for food vending machines is often prepared in a central, separate kitchen.

Qualifications for preparing these foods vary according to the type of food. Some catering companies specialize in supplying wrapped sandwiches to cafeterias and other eating places, and sandwich-making skills can be acquired on the job. But for catering and volume-food service, where the preparation of hot meals or full menus is involved, qualifications are similar to those for a restaurant cook: an apprenticeship, college program or extensive on-the-job training.

Gerda Johansen works as a cook for a catering company in British Columbia. She started the hard way, by peeling vegetables, and advises anyone who wants to work in this field to take the short-cut route offered by vocational school, college or apprenticeship programs.

"In the catering business, our busy time is on the weekends," Gerda says. "Monday and Tuesday are basically clean-up days when we check the stock and work out what is needed for the next big orders. On Wednesday we start basic preparations so that there isn't a big rush on the day of the order."

Planning is all-important as the aim of catering services, cafeterias and volume food services is to serve as many tasty, attractive, and nourishing meals as possible at the lowest cost per serving. Overall cost planning and estimation of portion sizes are very important and are usually done by a chef with many years of experience in food preparation and food ordering. A person in this position is usually called a menu planner, director of recipe development or director of food service.

In some institutions, particularly hospitals, special diets are required. Thus, dietitians are employed to advise menu planners and cooking staff. In all catering companies and volume food service companies, nutritional value of food must be taken into consideration in menu planning.

Programs in food and nutrition, home economics, food service technology, food service administration and dietetics can lead to employment in one of the fields related to menu planning. A nutrition program, in addition to time and experience, could lead to more senior positions.

Waiters and Waitresses

Waiters and waitresses do more than serve food and refreshments to customers in restaurants; they are representatives of the restaurants they work for. Service with a smile makes a more enjoyable meal for the customer. Satisfied customers mean not only a good tip for the person who served them but a good chance that they will return to that restaurant.

There are basically two types of waiters and waitresses. Formal waiters and waitresses serve meals in dining rooms and restaurants where traditional rules of etiquette are observed; informal waiters and waitresses provide fast, efficient service in restaurants catering to customers who want to eat at a less leisurely pace. The basic qualifications of neat appearance, polite and cheerful manner, a genuine liking for people and interest in meeting and serving people apply to all waiters and waitresses, whether they work in a small family restaurant or a luxury dining room.

Friendly service by people who are energetic, efficient and dependable is the key to a career as waiter or waitress. Yet there is a 'back-stage' side to the work. Waiters and waitresses must be able to explain to customers the items on the menu, write down orders clearly, and convey those orders to the kitchen staff. They must keep calm in the rush of peak lunch and supper hours, add the prices on the final bill quickly and accurately, and pay attention to each table they are serving.

Many waiters and waitresses start as busboys or busgirls and clear and reset tables. This is a good way to find if you are suited to work in a restaurant and, as these junior positions are available on a temporary and part-time basis, they provide an opportunity for young people to observe other restaurant workers, not only in the serving, but also in the preparation of food.

Tom Tsangarakis started as a busboy and decided that he wanted to become a waiter. He could have remained a busboy while hoping for promotion, but took a 10-week college training program because he felt this was the best and fastest way to get a good position as a waiter.

"I wanted to do the best thing for myself," Tom explains. "The training program is not required here at the hotel restaurant where I now work, but it gave me a good start."

Tom's enjoyment of his work and ability to provide efficient, friendly service have won him several staff awards since he started as a waiter four years ago.

"I would say that attentiveness to the guests, politeness and personal hygiene are essentials to being a good waiter," Tom says. "I treat customers as guests; that's one thing I learned from the training program. I never get angry at customers, for they are there to be served. I smile all the time. I would advise any new waiter to always pay attention to the customers' needs and to be friendly and polite."

There is a routine to be followed in the working day of any waiter or waitress, even though the working hours may start at seven in the morning or four in the afternoon. Tom now works the day shift, serving breakfasts and lunches.

Tom took a 10-week training program to learn the many skills needed for a waiter's work. The first essential is pleasant and efficient service.

NATURE OF WORK

"In the morning, I set up tables for breakfast. Then, when breakfast is finished, I set up for lunch. The lunch set-up is different, with more cutlery for the various courses. You have to learn the different settings, including where to place cutlery, napkins and glasses for each meal. That was also part of the college training program," Tom explains.

Tom has also worked the evening shift, as in many hotels and restaurants waiters and waitresses work rotating shifts, alternating between a few weeks on days and a few weeks on nights. Supper or dinner settings must also be placed on each table before customers arrive. If special dishes are to be served, additional cutlery may have to be set after the customer has placed the order.

"I sometimes have to go to the kitchen to place food on serving platters," Tom says. "For example, dover sole is presented to the customer on a silver dish and I do the final preparation in front of the customer by first cutting the head and then boning the fish from the head down the back. I also do flambé dishes in front of the customer. Before doing a flambé for a guest, I watched another waiter and practised by myself. We may also serve after-dinner drinks in heated glasses. Occasionally the glass breaks, especially when you are learning, so you just smile and start again.

"There is a good future as a waiter if you know the job," he says. "You learn all the time, taking orders for food and wine, learning about the food and how it is served. Eventually you can become a captain. I don't think that requires extra training, but it does call for experience in dealing with customers."

The duties of a captain or hostess are to greet and show customers to their tables and, depending on the restaurant, show the menu, point out the

Work in a food service position is enjoyable to people who, like Theresa, enjoy meeting people and providing service with a smile. Training was provided by the company.

specialities and offer suggestions. The waiter or waitress will then take over, taking customers' orders. The position of captain or hostess is usually a promotion from waiter or waitress, and is a step toward a junior management post, as the chart on page 10 indicates.

Theresa Ross is a waitress in a large Ontario hotel and enjoys serving customers so much that she does not particularly want to be promoted to a hostess position.

"I like dealing with the public," Theresa says. "When I was very young I thought that I'd like to be a waitress so I started working in a restaurant. I've been a waitress now for 27 years and thoroughly enjoyed it. I din't have any formal training but with so many courses now available, it would be a good idea for anyone starting out to take one."

Vocational school and college programs in waiter/waitress training and dining room service are available throughout Canada, sometimes through a Canada Manpower Adult Training Program.

Theresa is very conscious of being a representative of the restaurant and of the customer relations side of her work. A waiter or waitress is always 'on stage' and often the image the customer has of a restaurant is really a memory of the standard of service given by the serving staff.

"You deal in this hotel with very nice people and they expect good service. If you don't give them good service, there is a complaint right away," Theresa says. The restaurant's reputation rests not only on its food but on its service.

A waiter or waitress must be able to deal with the public and be pleasant with fellow-workers, even during the pressure of peak hours. Theresa stresses that the staff must cooperate with one another, especially when everyone is hurrying around with loaded trays and many customers are demanding attention.

As sanitation and hygiene are essential in food preparation and service, waiters and waitresses should be neat in appearance. If uniforms are required they are generally provided by the restaurant. Working conditions vary according to the type of restaurant: some are modern, luxuriously furnished and air-conditioned while others are less well-equipped. There are always heavy trays to carry, swinging doors to negotiate, and the prospect of much of the working day spent on your feet. Physical stamina is a must.

Hours and wages vary. The heaviest demands for food service are at times when other people have time off, during midday and evenings. Therefore shift work is part of the schedule, although in larger restaurants the shifts are rotated.

All waiters and waitresses must expect to work weekends and take days off mid-week, as restaurants stay open six and often seven days a week. Wages will vary from restaurant to restaurant, but tips can sometimes double the basic wage. Many restaurants now provide training for a person who shows willingness to learn. Where alcoholic beverages are served, waiters and waitresses must be of legal drinking age, usually 18 or 19, depending on provincial liquor laws.

NATURE OF WORK

Bartenders and Wine Stewards

Bartenders and wine stewards must provide friendly service and have a thorough knowledge of the wines and beverages they serve. There are two sides to both these occupations: the part the customer sees, and the part the customer is unware of, which is the meticulous care that goes into storing, measuring and serving drinks.

Training is essential for bartenders. They must learn the ingredients for mixed drinks and how to garnish and serve them, become familiar with the appropriate glass for each drink and learn the differences in price and quality between the various brands of liquor.

In large bars, or at conventions and similar gatherings, the bartender may serve the customer directly, but is usually responsible only for the preparation of drinks which are then served by waiters and waitresses. In smaller bars the bartender has a great deal of customer contact and the reputation and impression of an establishment is influenced by the style, friendliness and skill of the bartender.

Jack Jenkins, a bartender in Nova Scotia, explains that while presenting a friendly face to his customers, he is responsible for many other things. He must know the quality of every one of the hundreds of liquors and other alcoholic beverages in stock, and keep records of the exact number of bottles so that he knows when and how much to re-order. As liquor is expensive, care must be taken to measure each drink carefully either in a shot-glass or by using special liquor-dispensing devices attached to bottles. Bartenders must be able to account for their liquor stock in terms of money taken over the bar. An over-generous or careless bartender can give away hundreds of dollars' worth of drink over a period of time.

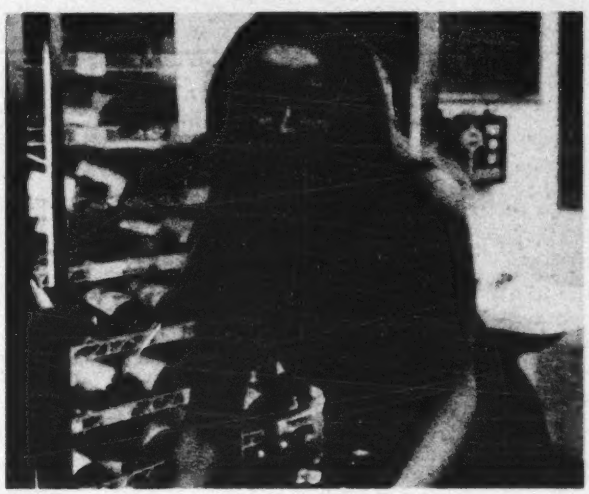
There are many things to remember besides the details of the drinks themselves. For instance, Jack explains, drinks should always be poured in full view of customers when they are at the bar; to turn your back is not only rude, but the customer may suspect he is getting a short measure. It's important to remember that you are giving a service, he says, and that the customer is always the first consideration.

Jack started his career by washing glasses in a bar, and learned many of the recipes he now knows from other bartenders. He also learns new recipes from customers, and has invented several 'specials' of his own. A good bartender can build the reputation of the bar where he works by the quality of mixed drinks that are served. There is so much to learn in fact that Jack decided to take a 10-week college training program, including liquor law, accounting, and mixing. This, combined with his earlier experience, enabled Jack to find a position working at a bar of a large hotel.

"Of course there are some things I don't like about this work; one is dealing with difficult customers, and many situations require tact and firmness to avoid upsetting the person or causing a scene," Jack explains.

Jack sometimes suggests drinks when customers are undecided what to order. Recommendation is also an important part of a wine steward's work since customers often ask for advice on which wine would best accompany their meal. Wine stewards must have very specialized and detailed knowledge of the wines available at the restaurant where they work. Such knowledge takes time to acquire and, although there is some training in wines included in bartending courses, most stewards learn on the job.

Wine stewards must know how to store and serve every wine on the restaurant's wine list. Here, Lori takes white wines from the refrigerator where they are kept until needed.



Lori Durasse comes from a family of French wine merchants and, as she puts it, "was born into wine." It's hardly surprising that she is now a wine stewardess in Manitoba. Lori realizes that she has the advantage of growing up among people who knew a great deal about wine, and her advice to others who want to be wine stewards is to read as much as possible on the subject. Then, if possible, they should take a college program which includes some training in the appreciation and service of wines.

"Customers often don't know what to do with a wine cork or what to taste for," Lori explains. A large part of her work is to recommend wines to customers, and she likes to introduce people to wines they have never before tasted and which, in her judgement, they will enjoy.

There is an important public relations side to working as a wine steward or stewardess as they must make customers feel at home and help them enjoy their meal.

Lori starts work at 5 p.m. First she polishes wine glasses, orders what she thinks she will need from the hotel's supply room, and stores the bottles in the proper places. The red wines are placed in racks, white wines in the refrigerator. When dealing with customers she is pleasant and tactful, offering suggestions only when asked to do so. At the end of the evening Lori is responsible for locking up all unopened bottles of wine.

Most wine stewards and bartenders work evening shifts for this is when most drinks are served. Some may work an afternoon shift from noon until eight in the evening. Wages will depend on the establishment where they work. For bartenders, wages are boosted by tips. In order to work in this field you must be willing to spend some time learning about the drinks you would serve. Before you can be hired, you must be of drinking age according to provincial law. In Manitoba and the Atlantic provinces bartenders must by law obtain a licence for a small fee from the liquor control body before they may work.

TOUR ESCORTS

Travel Escorts

When people go on touring holidays in groups, they are accompanied by travel escorts who take care of them throughout their holiday and show them the places of interest on their trip.

Travel escorts usually work on a temporary basis during the summer when most people take 'package-tour' holidays. A few large travel companies employ full-time escorts. Jean-Marc Lajoie is a full-time escort based in Montreal.

"Before a trip I always read as much as I can about the places we are to visit," Jean-Marc says. "Once the trip starts and people are meeting each other for the first time, I give each passenger the name of another passenger and they have to find that person; it's a good way to let people introduce themselves to each other and overcome an initial shyness that many experience."

Travel guides are responsible for seeing that holidaymakers have a safe and enjoyable trip. They must check that no luggage is left behind as passengers board the bus for the day's sightseeing.

NATURE OF WORK

It's very important to create a friendly atmosphere right at the start, Jean-Marc says, and to do the work well you must be an outgoing, resourceful, yet very patient person.

"Once we start, I give each passenger an information booklet and the schedule we are to follow," he says. "It's important to keep everyone informed about the schedule. It's also important to keep accurate notes and make a detailed report on each trip for the company's records; the reports are the only part of the work that I don't enjoy, but they have to be done."

As most travel escorts work only in the summer, this is very popular work for students. David Hines has worked for two summers for an Ontario travel company as a travel escort.

"I was interested in this work because of the travel opportunities and because it would give me a chance to work with people," David says. "This work is good training for other public-contact jobs because you are meeting new people and have to get to know them and assess them quickly."

As soon as he was hired, David was given on-the-job training by going on a tour and learning from the escort what the responsibilities entailed.

"You are the company representative when on a tour, and it's important that you make a good impression," David says. "At the end of each tour the passengers are asked to fill in a form assessing the escort; that makes you try a bit harder!"

David recounts a typical day, which he says begins usually at around 7 a.m. in a hotel. The passengers have been informed the night before of the time of departure, and are expected to assemble in the lobby on time.

"You meet everyone and count the pieces of luggage to make sure nothing has been forgotten," David says. "Then you make sure everyone has remembered to give in their hotel keys before the bus leaves. On the bus ride you describe the points of interest and make sure everyone is comfortable.

"We stop the bus for lunch, coffee and to see particularly interesting sights," David explains, "and I have to be ready to give all the information. The company supplies background facts on all the major stopping-points, but I also pick up brochures and leaflets myself at each place so I know a little more."

The work is divided between taking care of the passengers and keeping them informed about what they are seeing. Schedule arrangements are made in advance, and the details of each day's schedule and each hotel's facilities must be explained.

"To do this work well, you must want to deal with people and be able to think quickly under pressure when something happens, like a bus not turning up on time or a hotel not reserving enough rooms. I feel really good when I work very hard to get everything arranged and running smoothly, and then get a good rating from the passengers. That means they had a good time, so the effort was worth it. And a lot of tour escorts, including myself, get sincerely interested in some of the fascinating people we meet."

As David is studying geography, he benefits from the travel side of this work. Some escorts continue in the travel business, usually as travel agents; in such cases experience as a travel escort could be a valuable introduction to the travel industry. To qualify as a travel escort you should be fluent in one or both official languages, be well-groomed, courteous and in good health.

Tour Guides

Tour guides are employed to show people around places of interest while pointing out areas of particular note and answering questions. Although many tour guides are hired only for the summer months, when the tourist season is at its height, many places of historical or other special interest are open to the public all year and tour guides work on a full-time basis.

Joan Aldridge is a full-time tour guide in Ontario. She is a qualified teacher and accustomed to addressing large numbers of people. Public contact is what she enjoys about her work.

"You have to like people and have a lot of patience," Joan says. "The more education you have, the better, although the basic requirements are a good memory and the ability to communicate with people. You have to know more than you say so that you can answer questions. Knowledge of languages would also be a definite asset."

When Joan first became interested in acting as a guide, she called the senior guide of the building where she now works to ask how she could apply. "I had been on a tour of the building and thoroughly enjoyed it, and I thought being a guide was a job I could do and would enjoy," Joan says. "It turns out that I was right. The only thing I don't like is when people ask stupid questions; it's difficult to keep calm sometimes. But I like to keep cool. The quality of a guide enhances the image of the institution, and guides aren't just conducting tours but are representing their town or country to visitors. I think that's important."

Joan is a tour guide showing groups of people around public buildings and explaining features of historical interest. A good memory and pleasant personality are important in this work.

ADVANCEMENT

The organizational charts provided in the second section of the booklet will give you an idea of the advancement opportunities within the food service, food preparation and hotel/motel industries.

Advancement in these industries is coming to depend increasingly upon a person's training, skill and educational qualifications combined with work experience. The traditional promotional pattern based on experience alone is becoming less common now that training programs at colleges, vocational schools and trade schools can provide a person with basic skills in specialized fields in a relatively short period of time. Promotion through work experience alone to a position such as hotel or restaurant manager could take many years. A two- to three-year college program in hotel/restaurant administration could, on the other hand, lead to a position as assistant manager after some work experience in related junior positions, as explained in the sections on hotel and restaurant managers. Such programs could also speed further advancement to more senior positions as additional work experience is acquired.

PREPARATION AND TRAINING

The best way to find if you are suited to work in a particular field is to try it. The hospitality industry offers opportunities for people who have had one or two years of high school education to work on a temporary or part-time basis. This would enable you to find out how you feel about the work and to observe other people in related occupations. You could then decide if you wanted to prepare yourself more thoroughly for a hospitality career such as one of those described in this booklet.

If, for instance, you are interested in restaurant management, you could find employment in a junior position such as a kitchen helper or as a busboy or busgirl. You would be able to watch how a restaurant kitchen is organized and how the cooking, serving and management staff work together. Then, if you decide to pursue a career in the industry, you could enrol in an educational program to speed your advancement. For those interested in a career as a baker, cook or chef, there is also the option in some provinces of taking a provincially regulated apprenticeship program.

Throughout this booklet, reference has been made to college programs in food preparation and service, and hotel and restaurant management. Such programs are available from a variety of post-secondary institutions across Canada: vocational schools, institutes of technology, community colleges and Collèges d'enseignement général et professionnel (CEGEPs). Business administration programs, some with options in hotel/restaurant management, are offered at many Canadian universities and provide a good background on which to build a management career. Also, a number of employers provide training programs for their employees.

Details of these programs are available from school guidance offices or the colleges or institutions which interest you.

College and university programs last from one to four years. Specialized training offered by vocational and trade schools would also prepare you for work in this field and would enable you to advance more quickly than if you chose to take a junior position, hoping for promotion. On-the-job experience is necessary for all these occupations, but it is best to combine such experience with training for educational programs. A combination of work experience and specialized education is by far the best preparation for work in the hospitality industry.

FUTURE OUTLOOK

With the growing Canadian tourism industry, more leisure time and an increasing trend among Canadians toward eating more meals away from home, the hospitality industry is expected to grow.

In 1975 there were approximately 374,000 people working full-time in the occupations described in this booklet. By 1982 it is expected that about 455,000 people will be employed in these occupations, an increase of 21.7 per cent over the 1975 figure.

This is comparable to the expected growth rate in other industries. The total labour force, which is the number of people working in all occupations in Canada, is expected to increase by 14 to 21 per cent between 1975 and 1982.

How many people work in each of the occupations described in this booklet? The following chart shows the number employed in 1975 and the number expected to be employed in 1982.

In 1982, for example, it is expected that 109,275 chefs and cooks will be working in Canada. In 1975 there were 90,025. Thus 19,250 new chefs and cooks will be required for all the positions to be filled. In addition, there will have to be replacements for those chefs and cooks who leave their positions before 1982.

The hospitality industry will need qualified, trained people who are willing to learn additional skills through on-the-job training. There will be a continuing demand for people such as those you have met in the pages of this booklet, and the hospitality industry will offer good opportunities for people who are willing to learn.

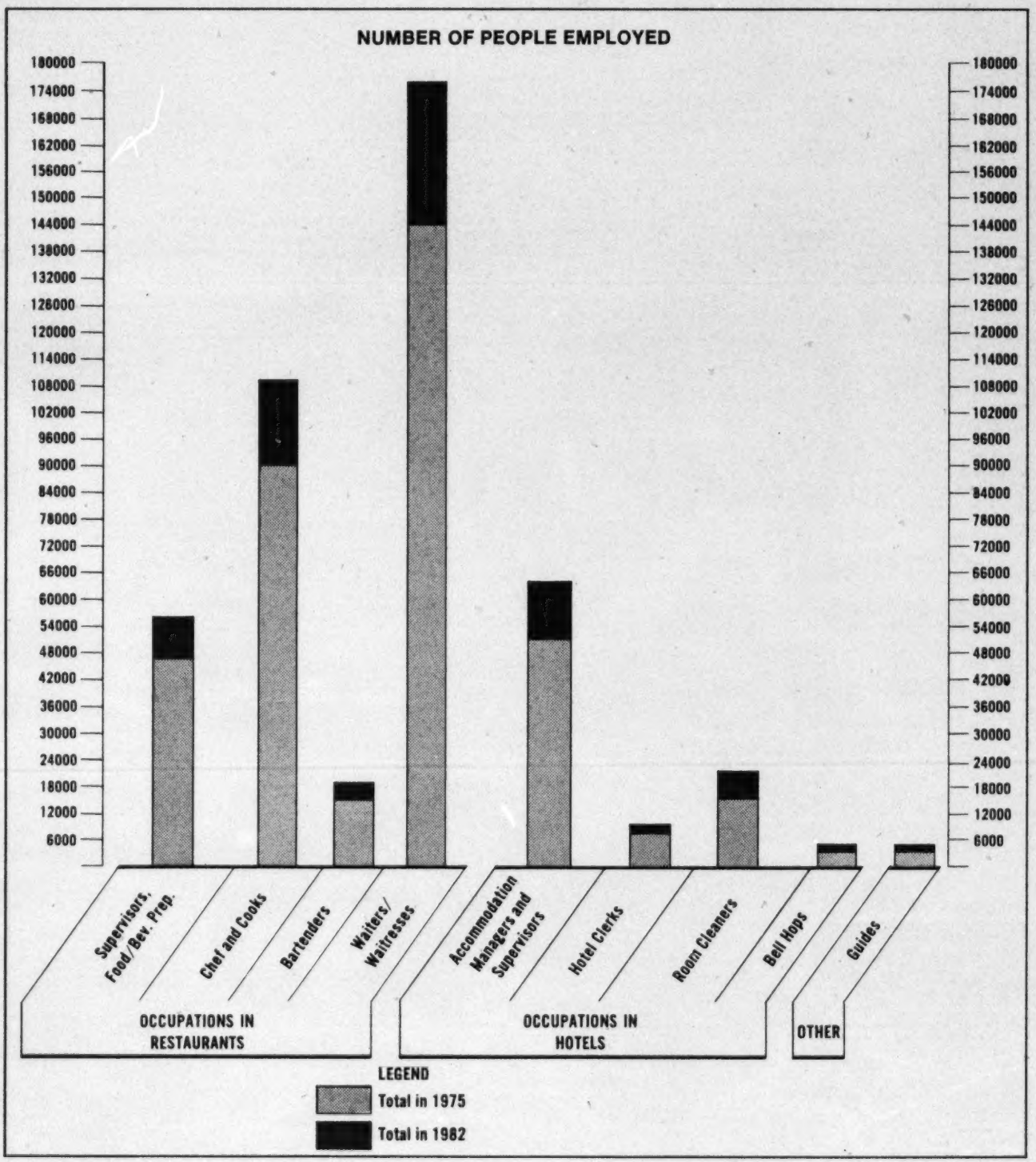
WHAT'S THE NEXT STEP?

If any of the occupations described in this booklet appeal to you, you should try to assess exactly what it is about the description that you enjoyed. This will enable you to establish more clearly what your own career goals are. If, for instance, you enjoyed reading the section on waiters and waitresses and feel that you would enjoy meeting new people and serving them every day, then a career in food service as waiter or waitress, with the possibility of later becoming a captain or hostess, could be satisfying for you. If, on the other hand, you read the waiter/waitress section and saw yourself as part of a bustling organization, moving between the kitchen staff and the public, you could be imagining yourself on the way to a junior management position and should read the section on restaurant managers.

The Canada Manpower Centres have has a staff of counsellors who are able to tell you more about employment possibilities in your area and where to apply for these occupations. They can also fill you in on opportunities in other towns and provinces.

CMC's also have a course that might help you — The Creative Job Search Technique (CJST). This course explains the basics of getting work as well as how to present yourself to future employers. You would be shown how to write a résumé (a list of your qualifications and experience) and letter of application, how to fill out applications, and how to conduct yourself during interviews.

Once you have assessed yourself as honestly as you can, you might visit your nearest CMC. If you are in high school, ask at your guidance office about how you might go about approaching prospective employers to secure a junior position. As many of the people interviewed in this booklet suggest, it is a good idea to try working in the field that interests you for a few months before committing yourself to a training program or apprenticeship. You may think you like the idea of serving food to people, but after a few months as a junior waiter or waitress, busboy or busgirl, you may find that you are not at all suited to work in that field. On the other hand, of course, there is every possibility that you would love it. Once you find an area of work that you enjoy, you should prepare yourself more thoroughly as outlined in the Preparation and Training section of this booklet.


NUMBER OF PEOPLE EMPLOYED
180000
174000
168000
162000
156000
150000
144000
138000
132000
126000
120000
114000
108000
102000
96000
90000
84000
78000
72000
66000
60000
54000
48000
42000
36000
30000
24000
18000
12000
6000
Supervisors, Food/Bev. Prep.
Chef and Cooks
Bartenders
Waiters/ Waitresses
Accommodation Managers and Supervisors
Hotel Clerks
Room Cleaners
Bell Hops
Guides
OCCUPATIONS IN RESTAURANTS
OCCUPATIONS IN HOTELS
OTHER
LEGEND
Total in 1975
Total in 1982

RELATED PUBLICATIONS

This is one of a series of Careers Canada booklets being prepared for your information. Before you decide on a career, you should spend as long as possible reading and inquiring about all sorts of career possibilities.

Other Careers Canada booklets are available, describing careers in a number of fields, and you might be interested in reading some of them. Titles of booklets that are available or being prepared are listed elsewhere in this publication.

For those who are interested in the hospitality industry, many colleges offer programs in hotel and restaurant management, in cook or chef training, and in food and beverage service. College calendars and leaflets giving you more specific information concerning the content, length, and cost of such programs are available on request. University programs in business administration would be described in university calendars. Large hotel chains and fast-food outlets also have literature available to potential employees.

If you would like more specific information about a particular career described in this booklet, ask at your Canada Manpower or school guidance office about Careers Provinces leaflets. These leaflets have been prepared to accompany Careers Canada booklets and give specific information regarding entry requirements, preparation and training, salary scales, and working conditions for each occupation in each province.